

RECYCLING HABITS, MOTIVATIONS AND PROFILES

November/December 2000

(Answers in Percent, N = 1003 Unless Otherwise Indicated)

1. In general, how would you describe yourself and/or your household when it comes to recycling? Would you describe yourself as heavy recyclers, moderate recyclers, light recyclers, or non-recyclers?

Heavy recyclers	19.5
Moderate recyclers	34.5
Light recyclers	26.3
Non-recyclers	19.4
Don't know	0.2

2. **AMONG THOSE WHO RECYCLE/DON'T KNOW, N=808** Who in your household is primarily responsible for recycling -- an adult male, adult female, teen, or youth?

Adult male	37.3
Adult female	43.9
Teen	1.4
Youth	1.1
No one	0.4
Varies	15.8
Don't know	0.1

3. **AMONG THOSE WHO RECYCLE/DON'T KNOW, N=808** There are a number of different reasons for recycling. Some people recycle because they're asked or told to. Other people recycle because they are genuinely committed to the environment and the concept of recycling. Other people recycle for economic reasons. And still other people choose not to recycle. Which one of these general categories are you most likely to fall into?

Recycle because genuinely committed to the environment and the concept of recycling	67.2
Recycle for economic reasons	13.0
Recycle because told/asked to	12.6
Don't recycle	1.1
All	1.7
None	3.0
Don't know	1.4

4. **AMONG THOSE WHO DON'T RECYCLE, N=204** Which **one** of the following phrases best describes your reason for **not** recycling: I don't have recycling facilities available or convenient; it's too much trouble; I'm not in the habit; I don't believe it's necessary or will really make a difference; I don't know enough about it; or something else?

I don't have recycling facilities available or convenient	37.3
I'm not in the habit	31.4
It's too much trouble	12.3
I don't know enough about it	7.8
I don't believe it's necessary	1.5
Something else	5.9
Don't know	3.9

5. **AMONG THOSE WHO RECYCLE, N=799** Do you recycle _____ on a regular basis, occasionally, rarely, or never?

	<u>Regularly</u>	<u>Occasionally</u>	<u>Rarely</u>	<u>Never</u>	<u>DK</u>
a. newspapers	61.8	12.5	6.5	18.8	0.4
b. other paper	47.2	19.5	8.1	24.5	0.6
c. aluminum cans	69.0	14.1	5.1	11.8	0.0
d. corrugated cardboard	35.4	18.8	11.4	33.2	1.3
e. paperboard such as cereal boxes, tissue boxes, and soft drink cartons	32.8	15.4	11.4	40.1	0.4
f. glass bottles and jars	44.8	17.1	8.0	30.0	0.0
g. plastic milk and orange juice jugs	58.9	17.0	4.1	19.6	0.3
h. single-serving plastic drink bottles 20 ounces or smaller (NOT 2 LITER BOTTLES)	45.6	16.4	7.6	29.0	1.4
i. food and soup cans	36.0	16.1	10.4	36.8	0.6
j. one, two, and three liter plastic bottles	50.8	19.1	6.4	23.2	0.5
k. hazardous household materials such as oil, paints, pesticides and cleaning products	32.9	12.6	12.9	39.3	2.3

6. **AMONG THOSE WHO RECYCLE, N=799** When you're away from home (such as at a ball game or at school) and you have a drink in a single-serving, plastic drink container, do you usually throw the container away or bring it home to recycle it?

Throw it away	61.6
Bring home to recycle	22.2
Recycle elsewhere	5.9
Something else	1.6
Varies	4.8
Don't know	4.0

7. Over the past five years, would you say your involvement with recycling has increased, decreased, or stayed about the same?

Increased	38.0
Decreased	6.1
Stayed about the same	55.3
Don't know	0.6

8. **AMONG THOSE WHOSE INVOLVEMENT HAS "INCREASED", N=381** Which of the following would you say has been most directly responsible for increasing your involvement with recycling over the past five years -- the availability of curbside recycling, a more convenient recycling center, advertising or other information, or something else?

Availability of curbside recycling	36.0
More convenient recycling center	35.4
Advertising/information	8.1
Something else	18.9
Don't know	1.6

9. **AMONG THOSE WHOSE INVOLVEMENT HAS "DECREASED", N=61** Which of the following would you say has been most directly responsible for your decrease in involvement with recycling over the past five years -- it's not convenient, I don't have time for it, I don't believe it's important, or something else?

Not convenient	41.0
Don't have time for it	9.8
I don't believe it's important	4.9
Something else	44.3
Don't know	0.0

10. As I read the following statements about recycling, I'd like you to tell me if you agree strongly, agree moderately, neither agree nor disagree, disagree moderately, or disagree strongly.

- a. "Recycling really makes a difference; it has a very significant impact on our earth."

AS	AM	N	DM	DS	DK
75.0	20.1	1.4	1.3	0.6	1.6

- b. "I avoid buying packaging and items which cannot be recycled."

AS	AM	N	DM	DS	DK
13.7	23.1	16.7	28.1	15.8	2.6

- c. "I'd be more likely to recycle if it were easier or more convenient."

AS	AM	N	DM	DS	DK
53.5	26.4	6.4	7.4	4.8	1.5

- d. "The state and/or local governments should do more to encourage recycling in South Carolina."

AS	AM	N	DM	DS	DK
66.0	21.6	4.3	3.8	2.1	2.2

- e. "I don't like to keep the stuff around long enough to recycle it. I'd rather just throw it away and not have to worry about it."

AS	AM	N	DM	DS	DK
15.3	17.7	5.2	23.6	37.1	1.1

- f. "I'd be more interested in recycling if it saved me money."

AS	AM	N	DM	DS	DK
42.5	22.4	8.9	14.7	11.0	0.6

- g. "I wish I could recycle more types of products."

AS	AM	N	DM	DS	DK
42.6	30.0	11.3	10.1	4.7	1.4

- h. "I make a point of buying products made from recycled materials."

AS	AM	N	DM	DS	DK
18.9	29.0	15.0	22.5	12.4	2.2

11. Which of the following best describes your recycling situation: you have curbside recycling where you live; you live in an apartment or condo with a centralized recycling facility or bin; you have to take your recycling to a recycling center or other specific location; or something else.

Have curbside recycling	32.5
Live in an apartment or condo with recycling facility/bin	3.4
Have to take to a recycling center or other specific location	55.6
Something else	4.9
Don't know	3.6

12. **AMONG THOSE WHO HAVE TO TAKE RECYCLING GOODS TO RECYCLE CENTER, N=558** In miles, approximately how far do you have to go to a recycling center?

Less than 2	18.5
2 to 5	46.6
6 to 10	18.8
11 to 15	3.9
15+	5.9
Don't know	6.3

13. **AMONG THOSE WHO SAID HAVE TO TAKE RECYCLING GOODS TO RECYCLE CENTER/SOMETHING ELSE/DON'T KNOW IN Q11, N=643** If curbside recycling were available to you, would you be more likely to recycle, less likely to recycle, or would it have no impact on your recycling habits?

More likely	71.1
Less likely	0.5
No impact	27.7
Don't know	0.8

14. **AMONG THOSE WHO SAID HAVE TO TAKE RECYCLING GOODS TO RECYCLE CENTER/SOMETHING ELSE/DON'T KNOW IN Q11, N=643** Would you support or oppose paying **more than you are now** to have curbside recycling in your neighborhood?

Strongly support	21.0
Moderately support	27.7
Moderately oppose	11.7
Strongly oppose	23.0
Don't know	16.6

15. Currently, do you have to sort your recyclables or does your program accept them mixed together?

Have to sort	54.5
Program accepts them mixed	35.0
Don't know	10.5

16. **AMONG THOSE WHO SAID HAVE TO SORT/DON'T KNOW IN Q15, N=652** If your recycling program allowed you to mix your recyclables together, would that make you more likely to recycle, less likely to recycle, or would it have no impact on your recycling behavior?

More likely	47.2
Less likely	3.8
No impact	43.9
Don't know	5.1

17. **AMONG THOSE WHO SAID PROGRAM ACCEPTS MIXED/DON'T KNOW IN Q15, N=456** If your recycling program required you to sort your recyclables, would that make you more likely to recycle, less likely to recycle, or would it have no impact on your recycling behavior?

More likely	17.8
Less likely	20.2
No impact	52.9
Don't know	9.2

18. Overall, how convenient do you feel recycling is: very convenient, somewhat convenient, not too convenient, or not convenient at all?

Very convenient	30.5
Somewhat convenient	39.0
Not too convenient	16.7
Not convenient at all	12.2
Don't know	1.7

19. **AMONG THOSE WHO FEEL RECYCLING IS NOT CONVENIENT, N=289** If recycling were more convenient for you, would that make you more likely to recycle, less likely to recycle, or would it have no impact on your recycling behavior?

More likely	82.7
Less likely	1.4
No impact	15.2
Don't know	0.7

20. How **confusing** do you think recycling is: very confusing, somewhat confusing, not too confusing, or not confusing at all?

Very confusing	3.3
Somewhat confusing	15.7
Not too confusing	29.7
Not confusing at all	50.9
Don't know	0.4

21. **AMONG THOSE WHO FIND RECYCLING CONFUSING, N=194** Which of the following do you find most confusing about recycling: when you should recycle, what things can be recycled, where you recycle them, how you go about recycling them, or something else? **MULTIPLE RESPONSE.**

What things can be recycled	62.4
How you go about recycling	29.9
Where you recycle them	20.1
When you should recycle	14.4
Something else	5.7
Don't know	3.6

22. From which of the following sources have you learned information about recycling:

TV	65.8
Newspaper	45.0
Kids and/or school programs	31.8
Radio	22.5
Special events	14.9
Presentations	14.9
Internet	10.8
None	7.5
Don't know	2.3

23. Are there specific types of things that you would like to be able to recycle which are currently not accepted for recycling in your area?

Yes	21.1
No	67.1
Don't know	11.8

24. **AMONG THOSE WHO WOULD LIKE TO RECYCLE OTHER THINGS, N=212>**
What things would you like to be able to recycle that are not currently accepted for recycling in your area?

Plastic jugs/plastics	15.1
Cardboard/boxes	13.2
Glass/colored	12.3
Paper/Magazines/Other paper goods	12.3
Tin cans/Aluminum	11.8
Tires	5.7
Pesticides/Chemicals	5.7
Plastic bags	4.7
Other	46.7
Don't know	2.4
No answer	1.9

25. Plastic bottles and containers have numbers on them which categorize them for recycling purposes. Prior to this interview, were you aware of those numbers and what they are used for?

Yes	28.7
No	69.7
Don't know	1.6

26. **AMONG THOSE AWARE OF NUMBERS ON PLASTIC BOTTLES AND CONTAINERS, N=288>** Are you familiar with which numbers can be recycled in your area?

Yes	52.1
No	45.1
Don't know	2.8

27. Do you recall seeing or hearing an ad campaign for recycling within the past year or so that features **"The Recycle Guys"** cartoon characters?

Yes	29.7
No	65.3
Don't know	5.0

28. Are you aware of the State Recycling Office which offers technical assistance and has a recycling hot line available?

Yes	10.7
No	88.1
Don't know	1.2

29. Some states have programs which require consumers to pay a cash deposit on aluminum cans, glass bottles, and plastic bottles at the time of beverage purchases. Once the containers are recycled, consumers get their deposit back. Do you strongly support, moderately support, neither support nor oppose, moderately oppose, or strongly oppose this type of can and bottle deposit program?

Strongly support	27.4
Moderately support	24.6
Neither support nor oppose	17.3
Moderately oppose	10.8
Strongly oppose	15.9
Don't know	4.0

30. Some communities have adopted another way of encouraging residents to recycle -- the "pay as you throw" program. With this program, residents who throw away more have to pay more for trash collection. This encourages people to recycle more and find ways to minimize their waste. Would you strongly support, moderately support, neither support nor oppose, moderately oppose, or strongly oppose this type of "pay as you throw" program?

Strongly support	19.8
Moderately support	25.6
Neither support nor oppose	17.0
Moderately oppose	13.1
Strongly oppose	20.1
Don't know	4.3

31. If this program meant that you might have a lower trash bill because you would be recycling many things instead of throwing them away, would this influence you to recycle more, recycle less, or would it have no impact on your recycling behaviors?

Recycle more	52.6
Recycle less	1.9
No impact	41.5
Don't know	4.0

32. The last time you purchased new tires, were you aware that you had to pay a disposal fee for your old tires?

Yes	64.5
No	29.3
Don't know	3.1
Not applicable (haven't purchased new tires)	3.0
Refused	0.1

33. In South Carolina, when you get new tires, you pay a \$2 recycling fee per tire **which ensures that old tires are properly recycled**. Do you strongly support, moderately support, neither support nor oppose, moderately oppose, or strongly oppose this \$2 fee **which ensures proper recycling of old tires**?

Strongly support	39.1
Moderately support	24.9
Neither support nor oppose	8.9
Moderately oppose	7.4
Strongly oppose	16.1
Don't know	3.6
Refused	0.1

34. Do you currently have any out-dated or non-working electronics such as TVs, computers, or monitors at your home that you're waiting to dispose of?

Yes	17.1
No	81.8
Don't know	1.0
Refused	0.1

35. How are you most likely to dispose of non-working electronics: donate them for re-use, store them indefinitely, throw them away, or something else?

Donate them for re-use	42.2
Store them indefinitely	6.7
Throw them away	37.2
Something else	7.6
Don't know	6.3
Refused	0.1

36. Television sets and computer monitors contain lead. How much would you be willing to pay, if anything, to have them recycled -- nothing, \$1 to \$2, \$3 to \$5, \$6 to \$10, or \$11 to \$15?

Nothing	43.7
\$1 to \$2	25.5
\$3 to \$5	13.0
\$6 to \$10	4.5
\$11 to \$15	3.2
Don't know	10.1
Refused	0.1

37. And, would you be willing to pay to recycle hazardous household materials such as pesticides, lawn chemicals, paint, and other household chemicals?

Yes	55.5
No	38.1
Don't know	6.3
Refused	0.1

38. Now, I have a few last questions for statistical purposes only. How long have you lived at your current address?

Less than 2 years	17.4
2 to 5 years	26.4
6 to 10 years	16.1
11 to 20 years	17.9
More than 20 years	21.7
Don't know	0.1
Refused	0.3

39. **AMONG THOSE WHO LIVED AT CURRENT ADDRESS LESS THAN 6 YEARS, N=440>** Did you move to your current address from somewhere in state or from out of state?

In state	71.6
Out of state	26.4
Don't know	0.5
Refused	1.6

40. In what county do you live?

Greenville	8.9
Richland	8.6
Spartanburg	6.6
Charleston	6.3
Lexington	6.1
Horry	6.0
Other	57.3
Don't know	0.2
No answer	0.1

41. Which of the following best describes the area where you live:

In the country (rural)	28.6
Suburban (in the suburbs)	25.8
In a small town	24.8
Urban (in the city)	18.3
Something else	1.9
Don't know	0.3
Refused	0.2

42. And which of these best describes the type of home you live in:

Single family dwelling	68.5
Mobile or manufactured home	15.7
Apartment or condo	10.2
Duplex or townhouse	3.3
Something else	2.0
Don't know	0.2
Refused	0.2

43. Do you own or rent the home you live in?

Own	78.6
Rent	18.3
Neither	2.3
Don't know	0.2
Refused	0.6

44. Including yourself, how many people currently reside in your household on a full-time basis?

One	17.6
Two	37.3
Three	20.3
Four	16.1
Five	5.2
Six or more	2.6
Don't know	0.3
Refused	0.6

45. **AMONG THOSE WITH MORE THAN ONE PERSON IN HOUSEHOLD, N=817** How many of these, if any, are children under the age of 18?

None	53.6
One	21.1
Two	16.4
Three	6.4
Four or more	1.7
Don't know	0.0
Refused	0.9

46. Respondent Age:

18 - 24	10.7
25 - 34	20.0
35 - 44	20.7
45 - 54	16.9
55 - 64	14.8
65 or older	15.1
Refused	1.8

47. What is the highest level of formal education you have completed:

Grade school	3.1
Some high school	8.6
High school graduate or GED	30.5
Some college or technical school	25.6
4-year college degree	19.3
Advanced college degree	11.3
Don't know	0.3
Refused	1.3

48. Which of the following best describes your ethnic heritage?

Caucasian	73.5
African-American	22.4
Hispanic	1.2
Asian/Pacific Islander	0.5
Something else	1.5
Don't Know	0.1
Refused	0.8

49. Respondent Income:

Under \$25,000	20.5
\$25,000 - \$49,999	29.5
\$50,000 - \$74,999	24.4
Over \$75,000	12.9
Refused	12.7

50. Respondent Gender:

Male	49.5
Female	50.5
Don't know	0.0

51. Area:

Up-State	38.9
Midlands	31.6
Low Country	29.2
Don't know/No answer	0.3